

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

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E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: OIM MARKET RESEARCH - BID REQUEST INSTRUCTION

--- ELECTRONIC INDUSTRIES PRODUCTION AND TEST EQUIP-

--- MENT (EIPT)

REF: STATE A-891, 2-27-72; STATE A-1716, 2-18-72; STATE

--- A-11780, 12-5-72; STATE A-5038, 6-12-73

PASS MCTC

1. PRELIMINARY ANALYSIS SUBJECT THEME COMPLETED. RESULTS OF INQUIRY INDICATE U.S. INDUSTRY INTEREST IN EXPORT PROMOTION IN MEXICO. ACCORDINGLY, COMMERCE PROPOSES CONTRACTING FOR A MARKET STUDY. IF SUBSEQUENT RESEARCH REVEALS EXISTENCE OF SUBSTANTIAL MARKET OPPORTUNITIES FOR U.S. INDUSTRY, WE WILL PROCEED WITH MCTC EVENT NOW SCHEDULED 8/15-19/77.

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2. MEXICO CITY REQUESTED TO SOLICIT BIDS FROM QUALIFIED

MARKET RESEARCH CONSULTANTS AND CABLE PER SECTION 2(A)

REF A-1716.

3. WHERE CONTRACTS EXECUTED IN LOCAL CURRENCIES, BID/ SOLICITATIONS SHOULD SO STATE AND REQUEST PRICE PROPOSALS BE SUBMITTED IN LOCAL CURRENCY AND ITS CURRENT DOLLAR EQUIVALENT.

4. TELEGRAPHIC SUMMARY OF BIDS SHOULD CITE (A) BOTH LOCAL CURRENCY ("CONTRACT") PRICE AND DOLLARS AT EXCHANGE RATE POST PROPOSES BE USED FOR ISSUANCE OF DOLLAR BUDGET AUTHORIZATION, (B) NUMBER OF INTERVIEWS EACH BIDDER PROPOSES TO CONDUCT, (C) TECHNICAL QUALIFICATIONS/EXPERIENCE RESPECTIVE BIDDERS ADDUCE FOR UNDERTAKING STUDY AND (D) POST'S RECOMMENDATION FOR AWARD.

5. CONTRACT (RESEARCH) SUPERVISION, EVALUATION AND TRANSMITTAL OF COMPLETED STUDIES SHOULD BE ACCOMPLISHED PER SECTION 2(B) AND (C) OF A-1716; PAYMENT TO BE EFFECTED BY THE POST PER A-891 OF JANUARY 27, 1972.

6. FOR THIS (EVENT-ORIENTED) STUDY, THE PROVISIONS OF SECTION H OF A-11780 ARE MODIFIED SUCH THAT:

(A) THE RESEARCH CONTRACTOR TO PREPARE ALL RELATED TRADE LISTS INCLUDING LIST OF PRINCIPAL POTENTIAL AGENTS AND DISTRIBUTORS.

(B) POST NEED NOT PREPARE WTD REPORTS AGAINST ENTRIES APPEARING IN ANY CONTRACTOR-COMPILED TRADE LISTS.

7. DURING RESEARCH SUPERVISION AND EVALUATION, THE POST IS REQUESTED TO:

(A) EXTEND, PER SECTION H (2) (C), A-11780, APPROPRIATE ASSISTANCE TO THE CONTRACTOR TO FACILITATE COMPILING REQUIRED TRADE LISTS AND IN REVIEWING THEM FOR SUFFICIENCY, ACCURACY AND CORRESPONDENCE TO SPECIFICATIONS BEFORE THEIR INCLUSION IN FINAL STUDY FORWARDED TO COMMERCE (EVALUATION AIRGRAMS SHOULD VERIFY THAT TRADE LISTS WERE REVIEWED BY UNCLASSIFIED

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POST),

(B) ACCORD SIMILAR ATTENTION TO SECTION OF STUDY DEALING WITH PRODUCTS IDENTIFIED AS HAVING BEST SALES POTENTIAL OVER THE NEXT FEW YEARS.

(C) EXPEDITE PREPARATION AND TRANSMITTAL OF EVALUATION AIRGRAM TO ENSURE ITS TIMELY USEFULNESS IN OIM.

8. MEXICO CITY REQUESTED FACILITATE BID SOLICITATION ASAP TO ENABLE AWARDING THE CONTRACT EARLIEST. PROVISIONAL DEADLINES FOR THIS RESEARCH PROJECT ARE:

(A) RECEIPT IN OIM OF TELEGRAPHIC BIDS: AUGUST 30, 1976

(B) AWARD OF CONTRACT: SEPTEMBER 3, 1976

(C) COMPLETED STUDY RECEIVED BY OIM, WASHINGTON: DEC. 3, 1976.

9. COMMERCE AIRPOUCHING MARKET RESEARCH SPECIFICATIONS, PRODUCT LITERATURE AND OTHER CATEGORY FAMILIARIZATION MATERIAL.

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